

Research Title: Participatory Local Guide's Competency Development for Ecotourism of Siamese Fighting Fish Village in Nong Pak Long Sub-District, Nakhon Pathom Province

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ABSTRACT

This research entitled “Participatory Local Guide's Competency Development for Ecotourism of Siamese Fighting Fish Village in Nong Pak Long Sub-District, Nakhon Pathom Province” aimed to examine the competency for being a local guide of villagers at Siamese Fighting Fish Village in Nong Pak Long Sub-District, Nakhon Pathom Province and to provide guidelines for developing local tour guide skills.

The participants who were 20 villagers from Siamese Fighting Fish Village in Nong Pak Long Sub-District, Nakhon Pathom Province were selected through purposive sampling. They were examined their knowledge and tour guide skills before receiving a training course on participatory local guide competency development forecotourism of Siamese Fighting Fish Village in Nong Pak Long Sub-District, Nakhon PathomProvince. Then their knowledge and skills were assessed.

The results of the study revealed that before taking the training course, the villagers lacked of tourism knowledge and communication skills. The number of local guides was not enough to the demand because most of the local guides were students who could not be on duty during school days. In addition, it was found that the village needed to increase the number of local guides and before training, the participants' background knowledge should be examined in order to be used for designing a proper training course. The test results showed that their knowledge on: roles of local guide was at the middle level (38%), sustainable tourism was at the middle level (55%), environmental resources and ecosystem conservation was less (23%), tourist safety and tourism industry regulations was also less (18%). However, their knowledge about local wisdom was at the middle level (47%).

The workshop training course on tourism knowledge and skill development should consist of 6 topics: 1) roles of local guide, 2) sustainable tourism, 3)

environmental resources and ecosystem conservation, 4) tourist safety and tourism industry regulations, 5) local wisdom, and 6) marketing for community business. Most of the participants who joined the workshop training course were female (60%) and average age at 20 years old (60%). Some of them (65%) had education level lower than secondary school and some were studying (60%). After receiving the training course, the findings showed that the participants' overall knowledge was at good level ($\bar{X} = 4.22$). They could describe the history of tourism of their Siamese Fighting Fish Village ($\bar{X} = 4.66$) and seemed to understand more about local guide ($\bar{X} = 4.52$). Moreover, they could explain about the activities of Siamese Fighting Fish Village ($\bar{X} = 4.37$), systematically manage and process their thinking to develop local guide duty ($\bar{X} = 4.32$), and take the tourists on tour around their Siamese Fighting Fish Village ($\bar{X} = 4.02$).

Finally, the results from the evaluation after a training course revealed that 90% of the participants passed the assessment of tourism knowledge and skill development for being a local guide. There was only 10% who did not pass the assessment criteria. This consequence might be from their education level which was lower than secondary school (65%) causing their problem on reading and interpreting the questions.

Key words : Development, Ecotourism, Siamese Fighting Fish Village